HOW TO PREPARE A QUALITY OFFER

General Services Administration

Federal Supply Service

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services

TOPICS COVERED

- Basic Contracting Process
- Basic Proposal Components
- Question and Answer Periods

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AMCOM EXPRESS

- Information Technology Services (IT)
- Logistics Worldwide (LOGWORLD)
- Management, Organizational And Business Improvement Services (MOBIS)
- Professional Engineering Services (PES)

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SCHEDULE CONTACTS

IT – SHANA BUDD - 703-305-7208 or
TERESA HENDERSON – 703-305-5008

LOGWORLD/MOBIS – KATHY SEWELL
253-931-7066

PES – BERNICE HARRIS – 703-305-7504

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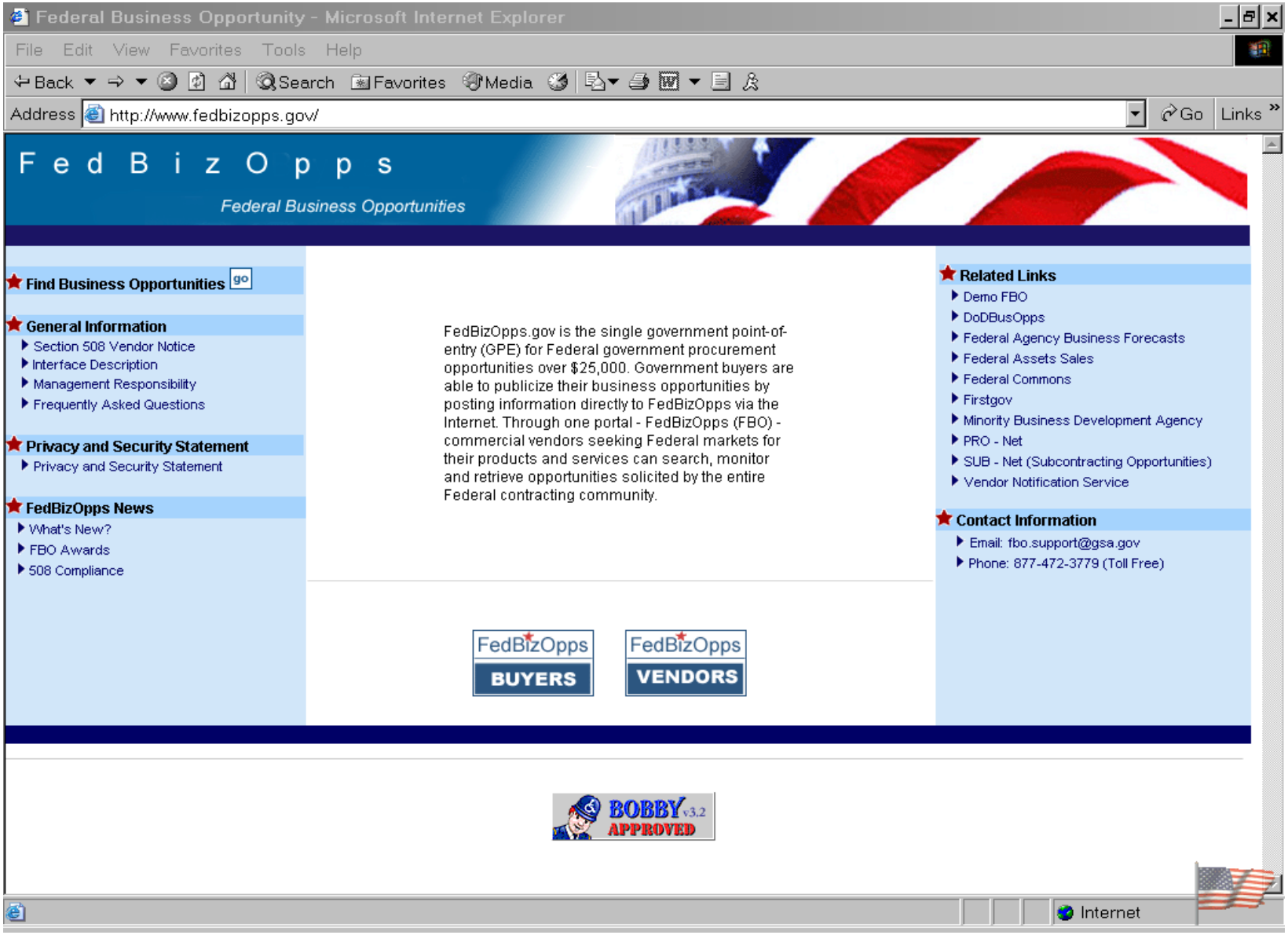
WHERE TO LOOK FOR GSA SOLICITATIONS

http://www.fedbizopps.gov

www.fss.gsa.gov/services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Go Links
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Vendor Notification Service
Contact Information
Email: fbo.support@gsa.gov
Phone: 877-472-3779 (Toll Free)
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Internet

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INFORMATION TECHNOLOGY (IT)

Schedule 70

Solicitation: FCIS-JB-980001B

Contract Type: Indefinite Delivery, Indefinite Quantity, Multiple Award Schedule Contract

Contract Period: 5-year base w/three 5-year option periods to extend

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SINs COVERED UNDER SCHEDULE 70 FOR SERVICES

- 132-51 IT Professional Services
- 132-52 Electronic Commerce

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services

LOGISTICS WORLDWIDE (LOGWORLD)

Schedule 874V

Solicitation: TFTP-MB-0087405-C

Contract Type: Indefinite Delivery, Indefinite Quantity, Multiple Award Schedule Contract

Contract Period: 5-year base w/ three 5-year option to extend

SINs COVERED UNDER LOGWORLD

- 874-501 Supply and Value Chain Management Services
- 874-502 Acquisition Logistics
- 874-503 Distribution and Transportation Logistics Services
- 874-504 Deployment Logistics
- 874-505 Logistics Training Services
- 874- 506 Support Products
- 874-599 Introduction of New

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MANAGEMENT, ORGANIZATIONAL, & BUSINESS IMPROVEMENT SERVICES (MOBIS)

Schedule 874

Solicitation: TFTP-MC-000874-2

Contract Type: Indefinite Delivery, Indefinite Quantity, Multiple Award Schedule Contract

Contract Period: 5-year base w/ three 5-year option periods to extend

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SINs COVERED UNDER MOBIS

- 874-1 Consulting Services
- 874-2 Facilitation Services
- 874-3 Survey Services
- 874-4 Training Services
- 874-5 Support Products
- 874-6 Privatization Support Services and Documentation (A-76)
- 874-7 Program Integration and Project Management Services
- 874-8 Alternative Dispute Resolution and Services
- 874-99 Introduction of New Services

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PROFESSIONAL ENGINEERING SERVICES (PES)

Schedule 871

Solicitation: FCXB-B2-990001-N

Contract Type: Indefinite Delivery, Indefinite Quantity, Multiple Award Schedule Contract

Contract Period: 5-year base w/ one 5-year option to extend

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PES PRIMARY ENGINEERING DISCIPLINES

Chemical Engineering

Civil Engineering

Electrical Engineering

Mechanical Engineering

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SINs COVERED UNDER PES

SIN 871-1 Strategic Planning for Technology Programs/Activity

SIN 871-2 Concept Development and Requirements Analysis

SIN 871-3 System Design, Engineering and Integration

SIN 871-4 Test and Evaluation

SIN 871-5 Integrated Logistics Support

SIN 871-6 Acquisition and Life Cycle Management

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PES MATRIX

PED	871-1	871-2	871-3	871-4	871-5	871-6
Chemical	**X**	**X**	**X**		**X**	
Civil			**X**			
Electrical	**X**	**X**	**X**	**X**	**X**	**X**
Mechanical	**X**	**X**				

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EXCLUDED SERVICES UNDER PES

-Construction and Architect-Engineering (FAR Part 36)

-Computer Engineering and Information Technology

-Environmental Advisory Services

-Foundation Landscaping Engineering

-Heating, Ventilation, And Air Conditioning (FAR Part 36)

-Research and Development (FAR Part 35)

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BASIC CONTRACTING PROCESS

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FYI

- Offers received any time
- No closing date for receipt of offers
- Contract base period five years from date of award
- Evergreen (3 five-year extension options), except PES which has one 5-year base & one 5-year option to extend.

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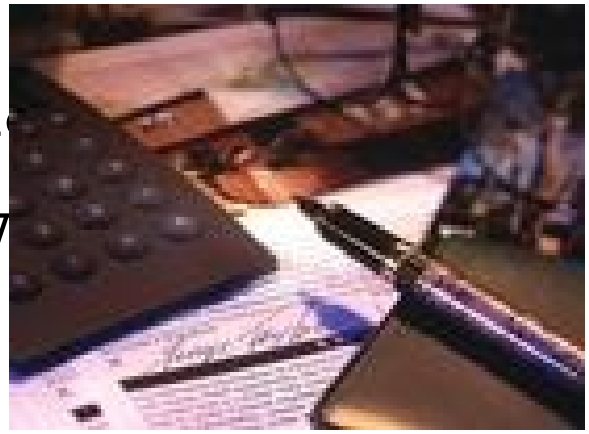
THE BASICS

- Read the Entire Solicitation
- Respond to All Requirements
- Review for Completion of Quality Offer
- Sign by Corporate Offici
- Submit to Address Show



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CONTENTS OF AN OFFER

- Solicitation Document
- Technical Proposal
- Pricing Proposal

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EXPEDITING PROCESSING TIME

- Complete, Well-Prepared Proposals (especially pricing documentation)
- Timely Response to Requests for Clarifications or Negotiating Requests
- Accurate and Up-to-Date References
- Approximately 90 days or less

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CONTENTS OF IT PROPOSALS

- Part 1 - Includes SF 1449 & Sections A thru C
- Part 2 - Includes Sections D thru G
- Part 3 – Attachments 1, 2 & 3
- Part 4 – Contract Clauses Incorporated by References (IBR)

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CONTENTS OF LOGWORLD & MOBIS PROPOSALS

- Administrative Proposal
  - Entire solicitation with appropriate blanks completed to include the SF 1449
  - Subcontracting Plan
- Technical Proposal
  - Technical Factors
    - Executive Summary
    - Corporate Experience
    - Past Performance
- Price Proposal
  - Commercial Pricing
  - Other than Commercial Pricing

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CONTENTS OF PES PROPOSALS

- Volume I - Administrative Proposal
  - Entire solicitation with appropriate blanks completed to include the SF 1449
  - Subcontracting Plan
  - Audited Financial Statements-demonstrate financial stability prepared according to GAP standards
- Volume II - Technical Proposal
  - 3 Technical Factors
    - Experience
    - Past Performance
    - Quality Control
- Volume III - Price Proposal
  - Commercial Pricing
  - Other than Commercial Pricing

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CONTRACT DATA SECTION

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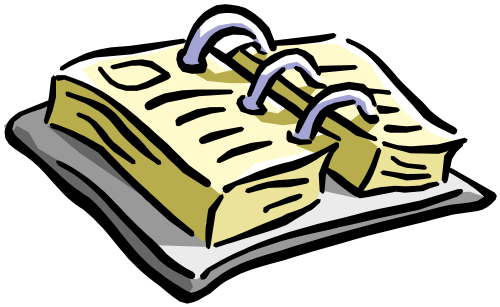
ADMINISTRATIVE PROPOSAL



IMPORTANT CLAUSES

-552.232-77 PAYMENT BY GOVERNMENT COMMERCIAL PURCHASE CARD (MAR 2000)

-G-FSS-903 E-MAIL AND WEBSITE URL ADDRESS(ES) (JUL 2000)

-PES-G-FSS-914-A CONTRACTOR'S REMITTANCE ADDRESS (MAY 2000)

-I-FSS-639 CONTRACT SALES CRITERIA

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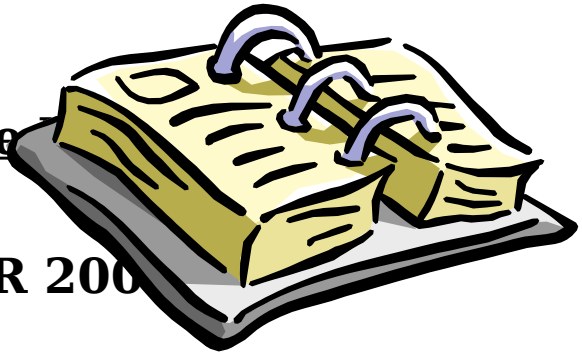
ADMINISTRATIVE PROPOSAL



IMPORTANT CLAUSES continue

-I-FSS-103 SCOPE OF CONTRACT (MAR 200

-I-FSS-598 CENTRAL CONTRACTOR REGISTRATION (CCR) (OCT 1999)

CI-FSS-2 PERIOD FOR ACCEPTANCE OF OFFERS (NOV 1997)

-K-FSS-1 AUTHORIZED NEGOTIATORS (MAR 1998)

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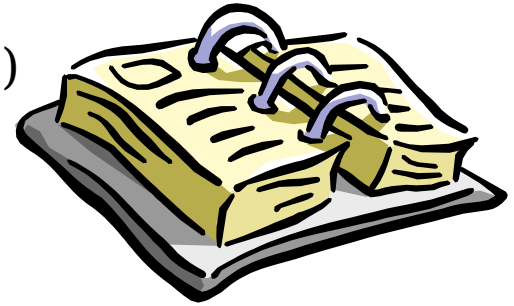
ADMINISTRATIVE PROPOSAL

52.212-3 REPRESENTATIONS AND CERTIFICATIONS (OCT 2000)

-Tax Identification Number (TIN)



-Business Size Classification

-Affirmative Action Compliance (FAR Part 22.804)

K-FSS-9 – SECTION 8(a) REPRESENTATION FOR THE MULTIPLE AWARD SCHEDULE PROGRAM (SEP 2000)

COMPLIANCE WITH VETERANS EMPLOYMENT REPORTING REQUIREMENTS

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SMALL BUSINESS SUBCONTRACTING PLAN

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SMALL BUSINESS SUBCONTRACTING PLAN

552.219-72 PREPARATION, SUBMISSION, NEGOTIATION OF SUBCONTRACTING PLAN

Who is required to submit subcontracting plan?

Large business concerns based on the NAICS codes

Why?

Maximize use of small business concerns; a matter of national interest with both social a economic benefit

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North American Industry Classification System (NAICS) Code, and Small Business Size Standard

IT REQUIREMENTS

SPECIAL ITEM NUMBER(S)	NAICS	NAICS DESCRIPTION	SIZE
132-51 132-52	511199	All Other Publishing	500
132-52	516110	Internet Publishers and Broadcasting	500
132-52	517110	Wired Telecommunications Carriers (pt)	1,500
132-52 132-53	517310	Telecommunications Resellers (pt)	1,500
132-52 132-53	517410	Satellite Telecommunications (pt)	$12.5
132-52 132-53	517910	Other Telecommunications	$12.5
132-52	518111	Internet Service Providers	$21.0
132-52	518112	Web Search Portals	$6.0
132-52	518210	Data Processing Services (pt)	$18.0
132-51	541511	Custom Computer Programming Services	$21.0
132-51	541512	Computer Systems Design Services (pt)	$21.0
132-51	541513	Computer Facilities Management Services	$21.0
132-51	541519	Other Computer Related Services	$21.0

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North American Industry Classification System (NAICS) Code, and Small Business Size Standard

LOGWORLD REQUIREMENTS

SIN	NAICS	NAICS Description	Size Standard
874-501 874-502 874-503 874-504 874-505 874-506 874-599	541614	Process, Physical Distribution and Logistics Consulting Services	$6.0 Million
874-507	561210	Facilities Support Services	$23.0 Million

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North American Industry Classification System (NAICS) Code, and Small Business Size Standard

MOBIS REQUIREMENTS

NAICS 541611	3yr avg. of annual revenue
Administrative Management and General Management Consulting Services	$6.0 Million

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North American Industry Classification System (NAICS) Code, and Small Business Size Standard

PES REQUIREMENTS

NAICS 541330	3yr avg. of annual revenue
Engineering Services	$4.0Million
Aerospace Equip/Military	$23 Million
National Energy Policy	$23 Million
Marine/Naval	$13.5 Million

NAICS 541710	12 mo. average employees
Commercial Physical/Biological	500 Employees
Aircraft	1,500 Employees
Aircraft Parts	1,000 Employees
Space Vehicles and Missiles	1,000 Employees

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SMALL BUSINESS SUBCONTRACTING PLAN

-Small business under all perspective NAICS code, no subcontracting plan required

-Large business for one or more NAICS/SIC code, vendor is required to submit a subcontracting plan under the appropriate NAICS code

-Subcontracting plan template is attached to solicitation

-Can follow FAR Part 19.704 in completion of subcontracting plan

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SMALL BUSINESS SUBCONTRACTING PLAN

GSA's Internal Subcontracting Goals

22% - Small Businesses

5% - Women Owned Businesses

5% - Small Disadvantage Businesses

3% - Veteran Owned Businesses

3% - Service-Disabled Veteran-Owned Small Business

2% - HUBZone Businesses

Subcontracting Contract Period: 5-year base period/5-year option period

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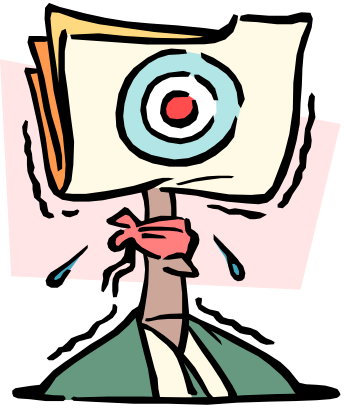
SMALL BUSINESS SUBCONTRACTING PLAN



Common Omissions

-Estimated overall contract value for the base period/option period

-Estimated subcontracting values for base period/option period

-Estimated subcontract percentages and dollar values for the base period/option period

-Types of goods/services to be subcontracted to the various small business concerns

-Subcontracting plan program administrator

-Personalize terms and conditions

-Sign and date

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TECHNICAL PROPOSAL

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TECHNICAL EVALUATION FACTOR

- Experience:
  - Offeror must demonstrate proficiency in SINs and PEDs offered

TECHNICAL PROPOSAL

- CORPORATE EXPERIENCE

  - IT – 3 Years
  - LOGWORLD – 5 Years
  - MOBIS – 3 Years
  - PES – 2 Years

TECHNICAL PROPOSAL

- PROJECT DESCRIPTIONS
  - IT – 3 Projects Encompass all SINs
  - Logworld – 2 Projects Encompass all SINs
  - MOBIS – 3 Projects Encompass all SINs
  - PES – 1+ Projects Per SIN

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PROJECT DESCRIPTIONS

- Should demonstrate offeror's competency and capability for performing tasks within the scope of work
- Must be current or completed within the last:
  - IT – 3 years
  - LOGWORLD – 5 years
  - MOBIS – 2 years for 2 Projects/ 3 years for all Projects
  - PES – 2 years

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PROJECT DESCRIPTIONS

– DESCRIPTIONS INCLUDE:

- Special Item Number and PED
- POC for project – Telephone and fax numbers
- Project dollar amount
- Contract number (if applicable)
- Period of performance
- Should adhere to the page limitations in solicitation

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TECHNICAL PROPOSAL

- PAST PERFORMANCE
  - IT/MOBIS/PES – Open Ratings
  - Logworld – Min 6/Max 10 Performance References

PAST PERFORMANCE

- D&B (via Open Ratings) Past Performance Report
  - Complete ASAP! “Process takes time”
  - More references make the evaluation more accurate
  - $125 fee
  - POC: Mary Kelly, Open Ratings, Inc.
    - » Address: 200 West Street

      Waltham, MA 02451
    - » E-mail: reports@openratings.com
    - » Fax: (781) 290-0156
    - » Telephone: (781) 290-0828

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PAST PERFORMANCE/RESPONSIBILITY PERFORMANCE DETERMINATION

- **Organizational Structure:**

  - **History & overview**
  - **Organizational elements, including a chart, within company.**
  - **Financial Statements**
  - **Compensation Plan (salaries & fringe benefits)**

***See FAR 52.222-46**

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TECHNICAL PROPOSAL

LOGWORLD /MOBIS- Executive Summary

PES – Quality Assurance Plan

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QUALITY ASSURANCE PLAN

- Offerors ***must*** certify that their QA plan includes:
  - At least one level of management review
  - Corrective and preventive measures
  - Include appropriate training
  - Assure multiple task orders can be handled
  - Address Organizational conflict
  - Contain procedures for meeting urgent requirements

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NEWLY ESTABLISHED COMPANIES

- Applies to companies that do not meet the required years of corporate experience
  - Companies may provide summary descriptions of relevant experience of predecessor companies or key personnel. If an offeror makes this substitution, it must clearly state so and identify the entity or personnel that shall perform the services.

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PRICING PROPOSAL

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PRICING PROPOSAL

- Pricing Structure
- Documentation
- Industrial Funding Fee
- Economic Price Adjustment Clause (EPA)/Escalation
- Other Direct Cost (ODC’s)
- Commercial Sales Practices Format
- Subcontracting/Teaming
- Handling Fee

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PRICING PROPOSAL

- MAS Program is based on Commercial Practices
- Commercial Services
- Service Contract Act applies to LOGWORLD (see Attachment 5 of solicitation)

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PRICING PROPOSAL

PRICING STRUCTURE

Cost-Based Pricing

- Cost Build-up
- (Base Rate + G&A + Overhead + Profit + IFF) = Price
- Applies to:

  IT, LOGWORLD (where SCA is not applicable), MOBIS and PES

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PRICING PROPOSAL

PRICING STRUCTURE

Market-Based Pricing

- Commercial Pricelist
- Commercial Catalog
- Commercial non-published catalog
- Applies to:

  -IT, LOGWORLD (where SCA is not applicable), MOBIS and PES

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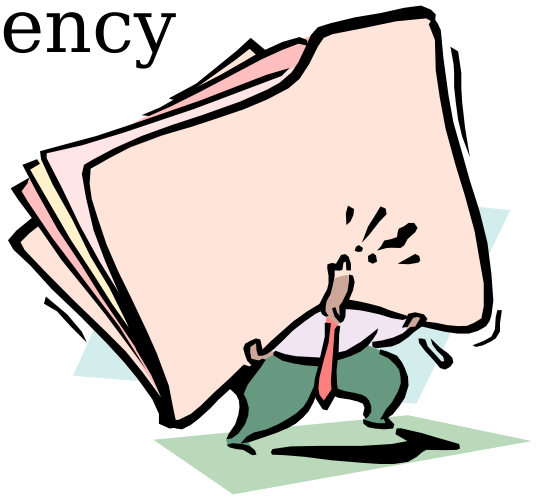
PRICING PROPOSAL

Supporting Documentation for Cost-Based and Market Based Pricing

- Invoices
- Forward Pricing Agreements/Other contracts
- Defense Contracting Audit Agency (DCAA) rate agreements
- Other cognizant audit reports



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PRICING PROPOSAL

Additional Information for Hourly Rates

- Labor Category Descriptions, which must include:
  - Experience
  - Certification
  - Education/Degrees
  - Minimum Training
- Uncompensated Overtime Policy
- Compensation Plan for Overtime Employees

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PRICING PROPOSAL

552.238-74 INDUSTRIAL FUNDING FEE (IFF) AND SALES REPORTING (July 2003)

IFF reimburses GSA Federal Supply Services for cost of operating schedule programs

- Currently IFF = 1% of total sales
- Add IFF to ODC's final price
- 1% IFF MUST BE included in awarded price through 12/31/03; .75% thereafter
- Contractor must remit IFF (in US Dollars) to GSA 30 days after end of quarterly reporting period
- Effective 10/01 – 12/31/03 contractors remit to GSA .75%
- Effective 10/01 – 12/31/03 contractors retain .25% of total quarterly sales
- Effective 1/1/ 2004 agencies are invoiced .75% for IFF and contractors remit to GSA .75%

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PRICING PROPOSAL

552.216-70 ECONOMIC PRICE ADJUSTMENT CLAUSE

- Modify market-based pricing
  - 1st request, 12months after contract commencement
  - Submit new commercial pricelist/catalog
  - Only three (3) increases during each succeeding 12 month period
  - Aggregate of price increases for 12 month period-10%
  - Last request, 60 days prior to expiration of contract

PRICING PROPOSAL

I-FSS-969 ECONOMIC PRICE ADJUSTMENT – FSS MULTIPLE AWARD SCHEDULE

- Negotiated annual escalation
- Agreed upon market indicator (not seasonally adjusted)
  - 1st request, 12months after contract commencement
  - Submit new index, survey or pricing indicator
  - Only three (3) increases during each succeeding 12 month period
  - Aggregate of price increases for 12 month period-10%
  - Last request, 60 days prior to expiration of contract

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PRICING PROPOSAL

OTHER DIRECT COSTS (ODCs)

ODCs are not provided under Schedule 70

Pyxis Corporation (Decision B-282469 and B-282469.2) July 1999

< $2,500; Simplified Acquisition Procedures

> $2,500; schedule contractors must have ODC's added to MAS contract or agencies will have to be purchased in a separate procurement in accordance with Competition in Contracting Act

Provide documentation to justify pricing

- Invoices
- Excerpts from other contracts

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PRICING PROPOSAL

CSP-1 COMMERCIAL SALES PRACTICES FORMAT

Most Favored Customer (MFC)

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PRICING PROPOSAL

Subcontracting vs. Teaming

Subcontracting

- Work for prime contractor
- Prime use MAS schedule contract labor categories/rates for its subcontractors
- Subcontractors may or may not have a MAS schedule contract
- Government has no direct involvement with subcontractors
- Prime needs to submit letters of commitment from subcontractors

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PRICING PROPOSAL

Subcontracting vs. Teaming

Teaming Arrangement

- Two or more MAS schedule contract holders form a team to provide solution for task orders
- Each team member use their own schedule contract labor categories/rates
- Team does not have to notify GSA of teaming arrangement; must notify ordering agency's contracting officer in writing
- Team members may identify who will be prime/lead—prime would be responsible for completion of all work
- Team or Agency may decide which member performs specific tasks

PRICING PROPOSAL

HANDLING FEE

Is this what you do commercially?

Handling fee added to pricing cannot exceed MAS awarded pricing; must be absorbed into awarded MAS Pricing

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IDENTIFYING PROPOSALS FOR AMCOM EXPRESS

To ensure proposals are expedited, a cover letters should be included with your proposal that clearly indicates it is for AMCOM Express.

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SUBMIT COMPLETED IT PROPOSALS TO:

General Services Administration
Solicitation No. FCIS-JB-980001B
Attn: BOOCO, Room 1017
1941 Jefferson Davis Highway
Arlington, VA 22202

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SUBMIT COMPLETED LOGWORLD/MOBIS PROPOSALS TO:

GSA, Management Services Center
Bid Custodian (10FT-Bid)
400 15th Street SW, Room 2757
Auburn, WA 98001-6599

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services

SUBMIT COMPLETED PES PROPOSALS TO:

General Services Administration
Federal Supply Service
Services Acquisition Center (FCX
1941 Jefferson Davis Highway, Ro
Arlington, VA 22202
ATTN: FCXB-B2-990001-N

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PROCESSING YOUR OFFER IT Schedule

- Review Team
  - Clarifications/ Deficient Data Defined
  - Dispatch 10-day deficiency letter, as necessary
- Contracting Officer/ Specialist Assigned

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PROCESSING YOUR OFFER LOGWORLD, MOBIS & PES

- Contracting Officer/ Specialist Assigned
- Will be Contacted by Assigned CO/CS
  - Clarifications/ Deficient Data Defined
- Timeframe [illegible]se Establishe

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EVALUATION OF PROPOSAL

- Government will Evaluate All Technical Factors as Acceptable or Unacceptable
- If Unacceptable for a Particular SIN, that SIN will not be Awarded
- If proposal is Acceptable, Proposals will be Evaluated for Price Reasonableness

GSA DETERMINES IF THE OFFEROR IS:

- Responsible
  - Viable Service
  - History of Satisfactory Performance
  - Financial Resources

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GSA DETERMINES IF THE PRICES OFFERED ARE:

- Fair and Reasonable
  - Commercial and Government Contracts
  - Supporting Documentation
  - Most Favored Customer Pricing

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AWARD

- Government may Award without Discussion
- If Discussions are Held Govt. will Ask for Final Proposal Revision (FPR)
  - Basis for Award Clearly Identified
  - Price Reduction Clause
  - Government Discounts
  - Industrial Funding Fee
  - State this is FPR
- GSA Contract Number

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REFERENCES

- FAR – www.arnet.gov/far/
- GSAM – www.arnet.gov/GSAM/gsam.html

QUESTIONS?

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THANK YOU!

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